



300 Country Club Road, Wylie, Texas 75098
www.wylietexas.gov

City of Wylie
Public Information Office

PRESS RELEASE

For Immediate Release

Media Contact: Craig Kelly, Public Information Officer, City of Wylie
Ph: 972.516.6016
craig.kelly@wylietexas.gov

Dennis McIntire, Director of Strategic Planning, B&B Theatres
Ph: 816-407-7469
dennis.mcintire@bbtheatres.com

Additional Information: bbtheatres.com; facebook.com/bbtheatres

B&B Theatres Announces 12 Screen Theatre Complex in Wylie

Wylie, TX, September 21, 2011 – The City of Wylie is pleased to announce that B&B Theatres is under contract and is moving forward with a 12-screen theatre located on the southwest corner of FM 544 and Country Club Road in Wylie, TX. B&B Theatres will be presenting plans to the Planning & Zoning Commission and the Wylie City Council in the coming months with hopes of opening the theatre by Thanksgiving 2012.

"I am very excited to have B&B Theatres as one of our new corporate citizens," says Wylie Mayor Eric Hogue. "They bring a new and exciting entertainment venue to Wylie that not only provides a destination for our residents and neighbors but keeps tax dollars in our community."

According to B&B Theatres (Press Release September 16):

B&B Theatres

The movie theatre itself will be the first of its kind in the Metropolitan Dallas area. All twelve (12) auditoriums will have stadium seating, with leather high-back rocker - style seats, and Christie digital projection, and in select auditoriums 3D REAL-D™ technology. All auditoriums will feature B&Bs latest design, with Dolby 7.1 digital surround sound as well as wall-to- wall curved screens, giving the customer a completely immersive movie-going experience.

- more -

Incorporated in 1887, the City of Wylie is located just 24 miles from downtown Dallas in Collin, Dallas and Rockwall Counties. Possessing an outstanding school district, a low crime rate, an ISO #1 rating and an expanding business climate, Wylie (population 41,427) is one of the fastest growing communities in the State of Texas with a 174% increase since 2000.



300 Country Club Road, Wylie, Texas 75098
www.wylietexas.gov

City of Wylie
Public Information Office

PRESS RELEASE

B&B GRAND SCREEN®

The largest auditorium will feature the B&B Grand Screen®, and will boast one of the largest screens in all of Dallas/Ft. Worth. The auditorium will feature an “awe” inspiring sound system with over 8,000 watts of sound, a massive floor-to-ceiling wall-to-wall curved screen, XL stadium seating for unobstructed viewing, and leather high-back rocker -style seats, making it one of the nicest, and largest auditoriums in the nation. The B&B Grand Screen® will create a movie experience of epic proportions.

Company History

B&B Theatres has been family owned and operated since 1924 when Elmer Bills Sr. opened a movie house in Salisbury, Missouri where the future Mrs. Bills played the piano for silent movies. During the company’s 87 years, and four generations of family involvement, it has seen the coming of sound, color, Technicolor, stadium seating, multiplexes, and now digital cinema.

Current Operations

B&B Theatres is the 26th largest theatre chain in North America and operates 199 screens in Missouri, Kansas, Oklahoma, Texas and Florida. Other B&B locations in the area include, Colleyville, TX, and ground has been broken on an all-digital 12 screen locations in the southern Springfield, MO area. B&B Theatres has corporate offices in, Liberty (Kansas City), MO and has an additional office in Los Angeles, California.

For more information contact Dennis McIntire, Director of Strategic Planning, B&B Theatres, 816-407-7469, or email Dennis.McIntire@bbtheatres.com.

- end -

Incorporated in 1887, the City of Wylie is located just 24 miles from downtown Dallas in Collin, Dallas and Rockwall Counties. Possessing an outstanding school district, a low crime rate, an ISO #1 rating and an expanding business climate, Wylie (population 41,427) is one of the fastest growing communities in the State of Texas with a 174% increase since 2000.